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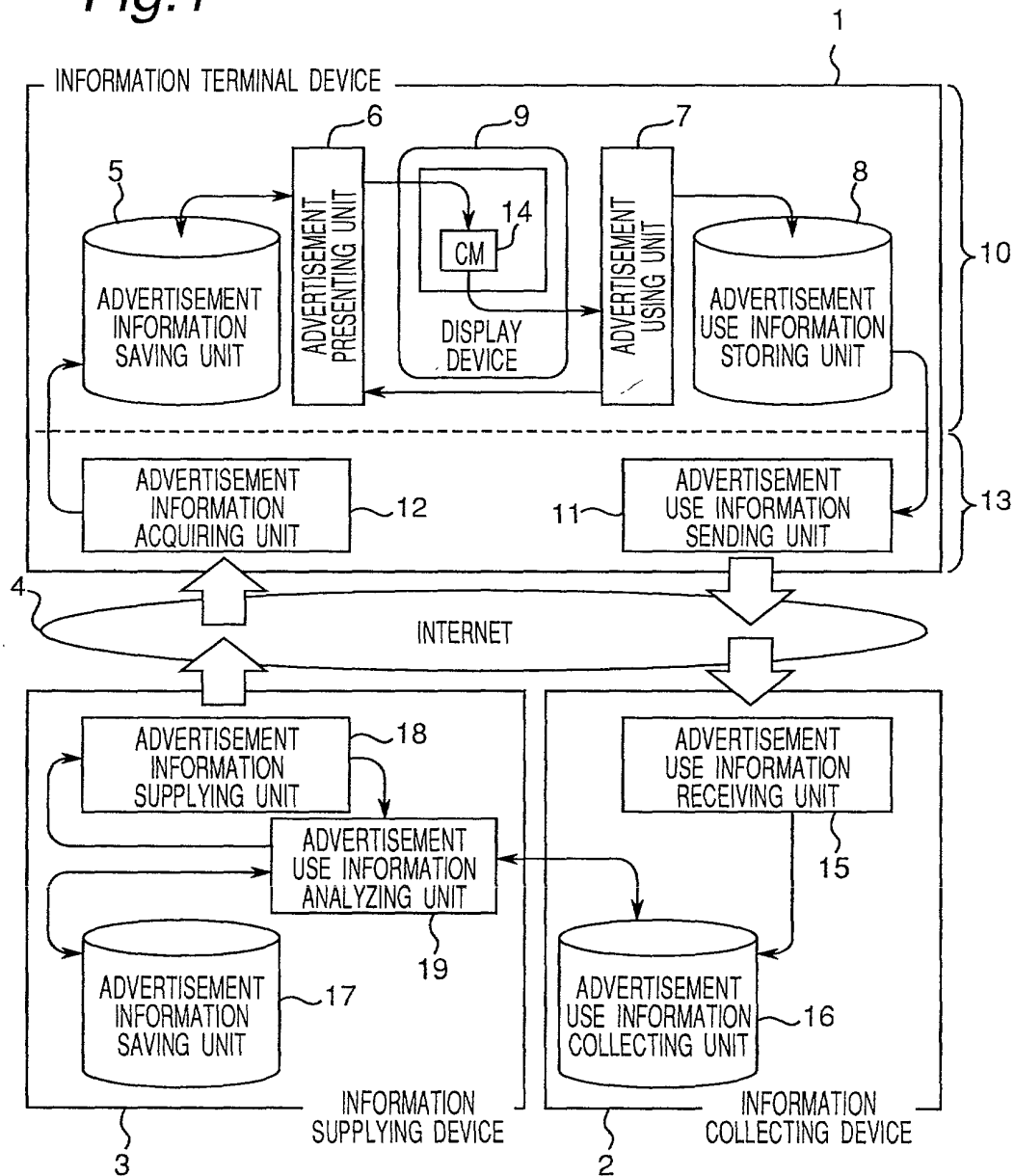


Fig.2A ADVERTISEMENT IS BEING PRESENTED

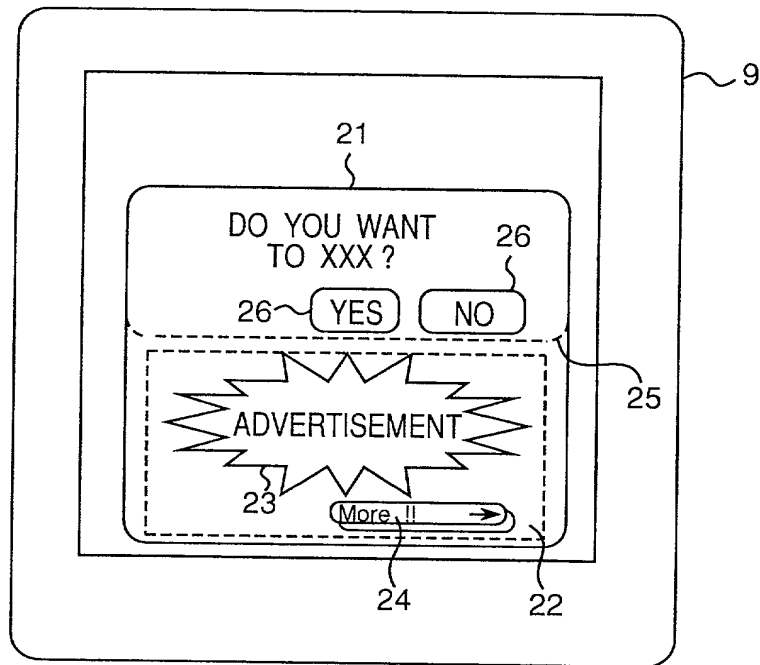


Fig.2B ADVERTISEMENT WAS USED

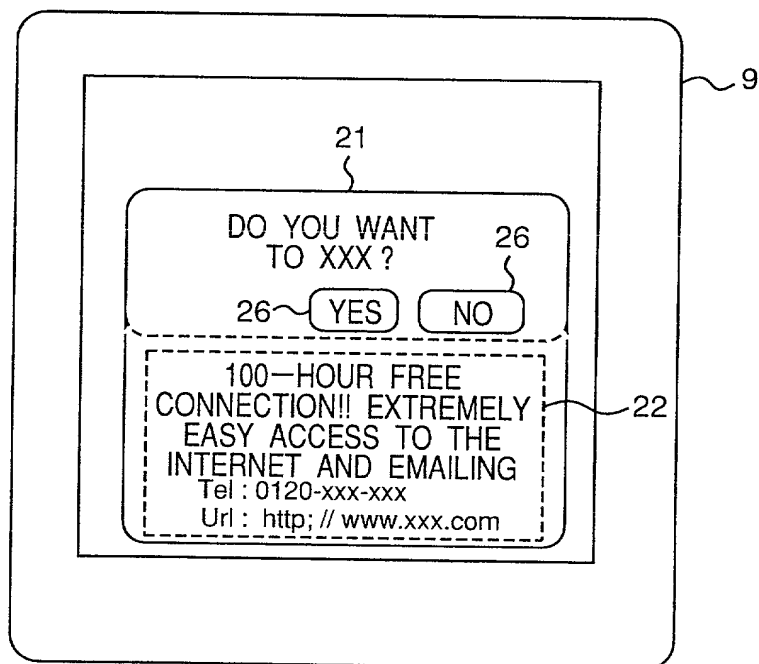


Fig.3

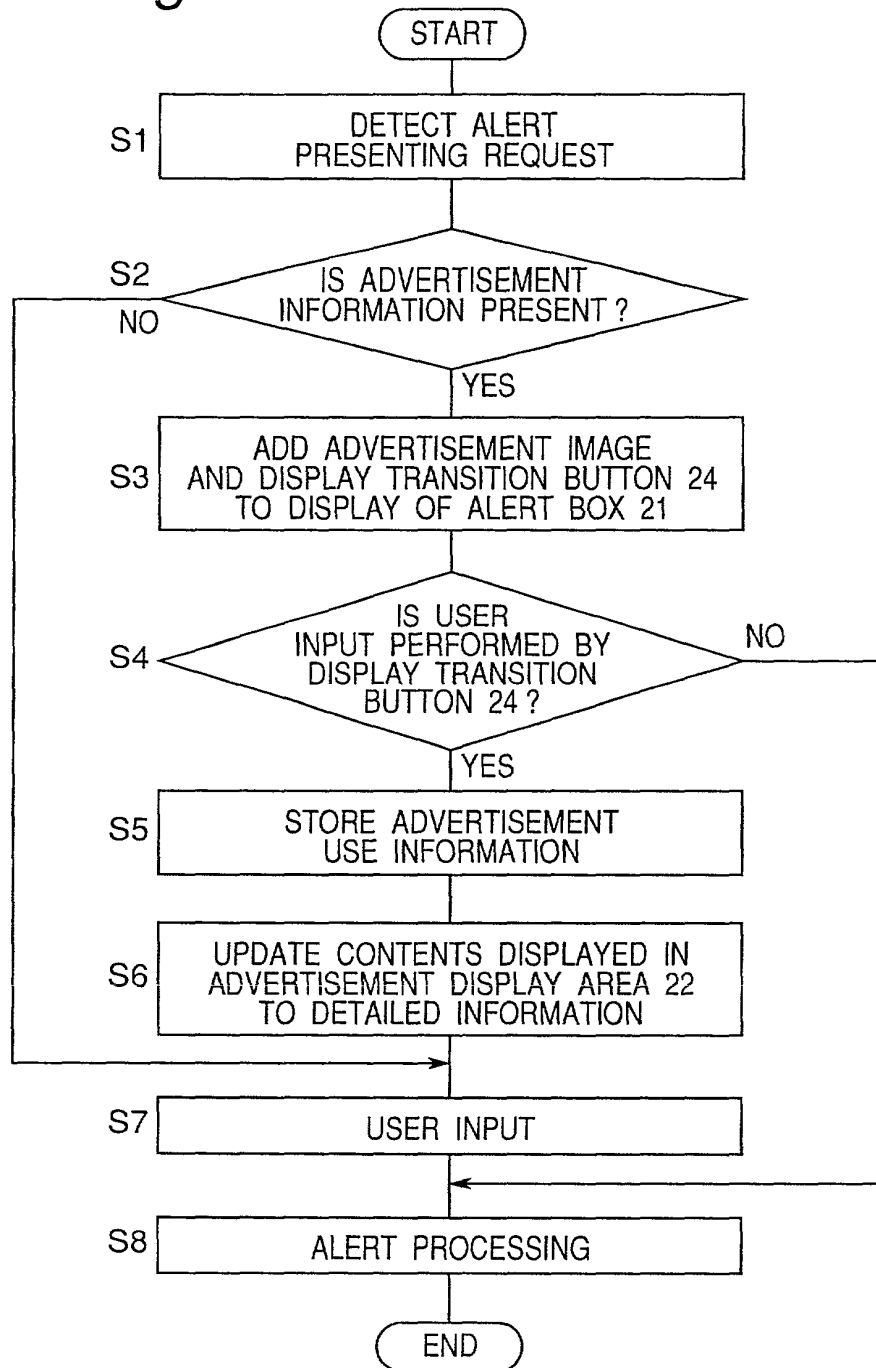


Fig.4

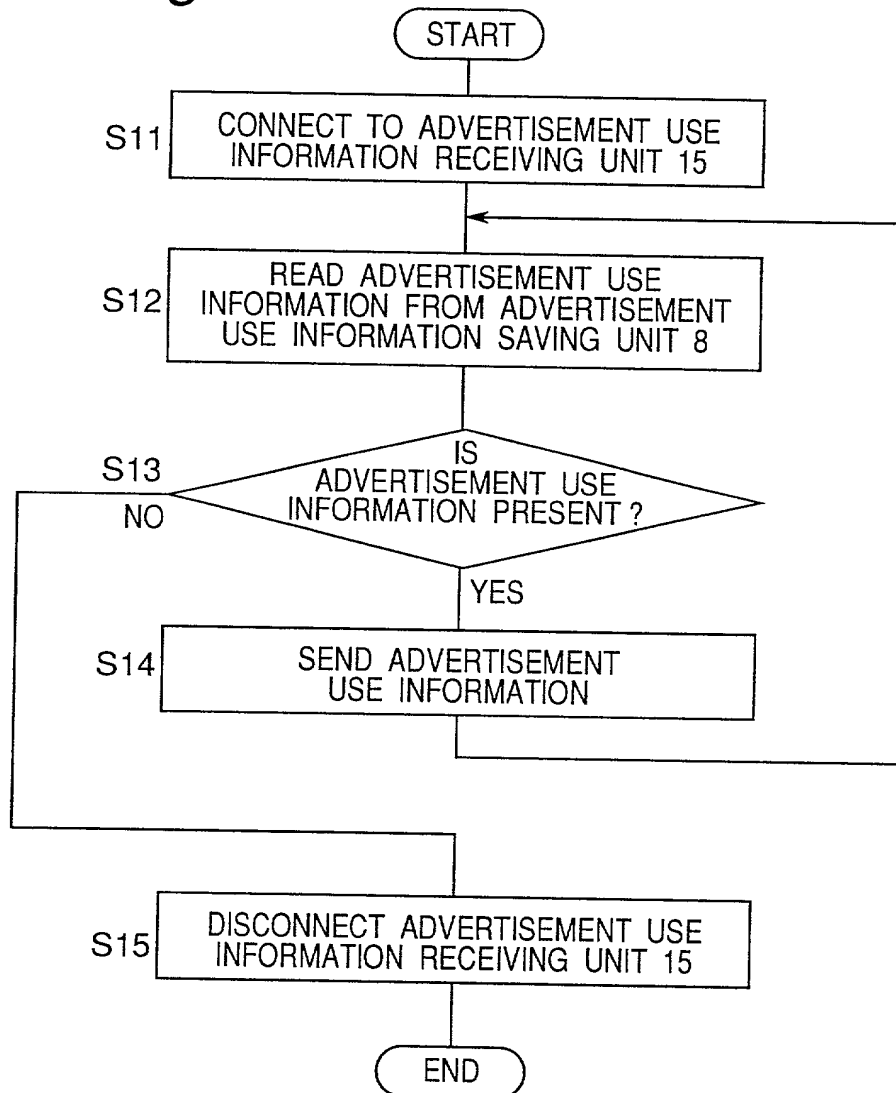


Fig.5

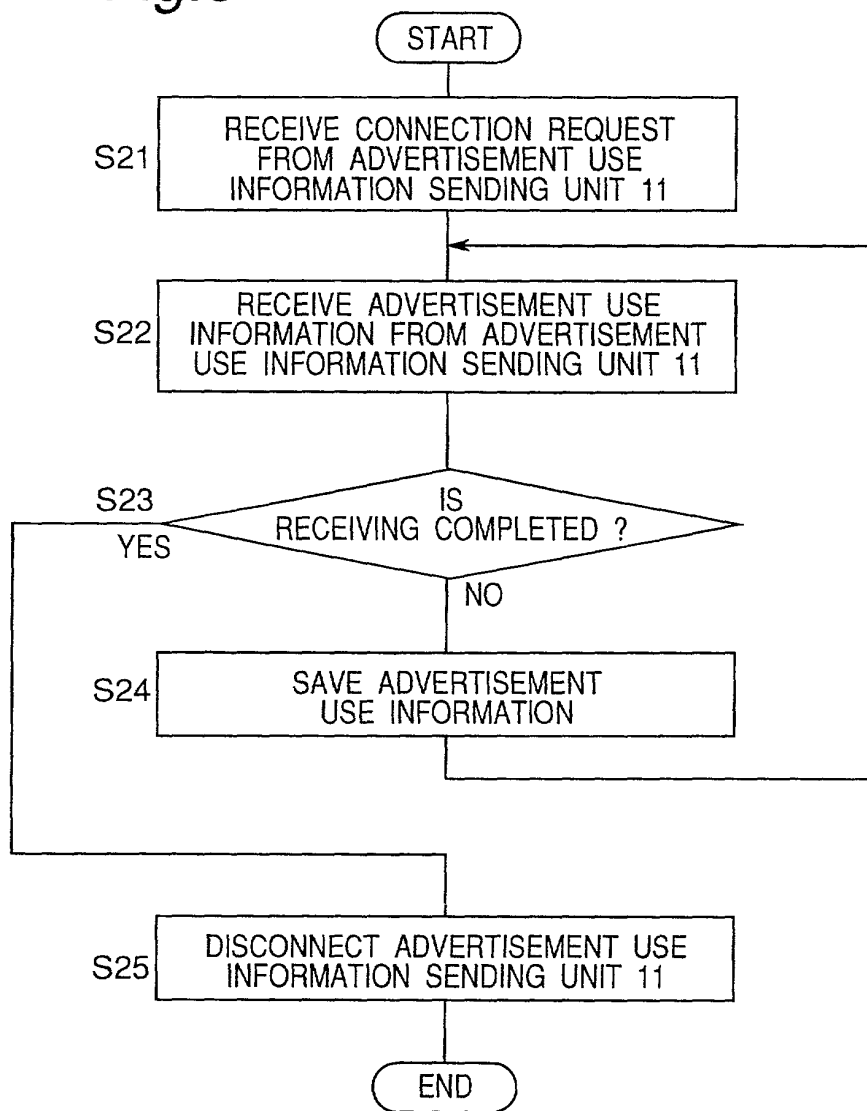


Fig.6

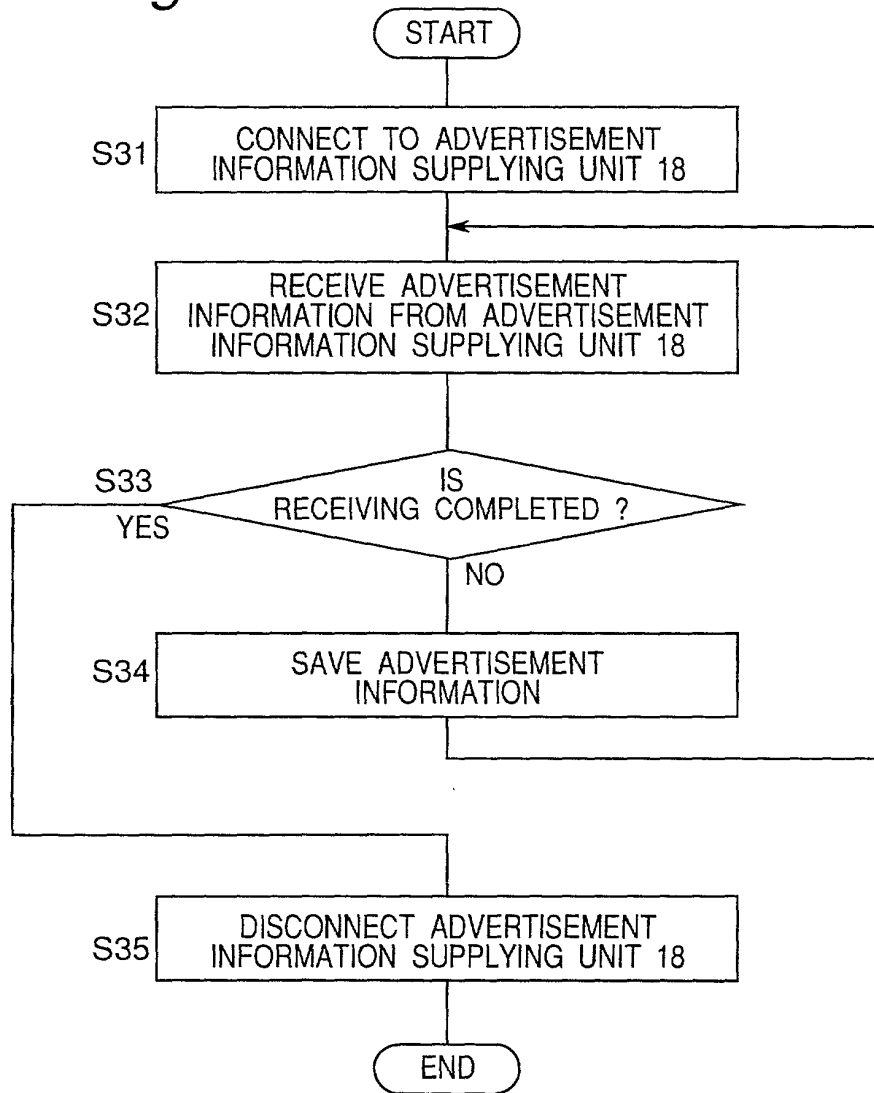


Fig.7

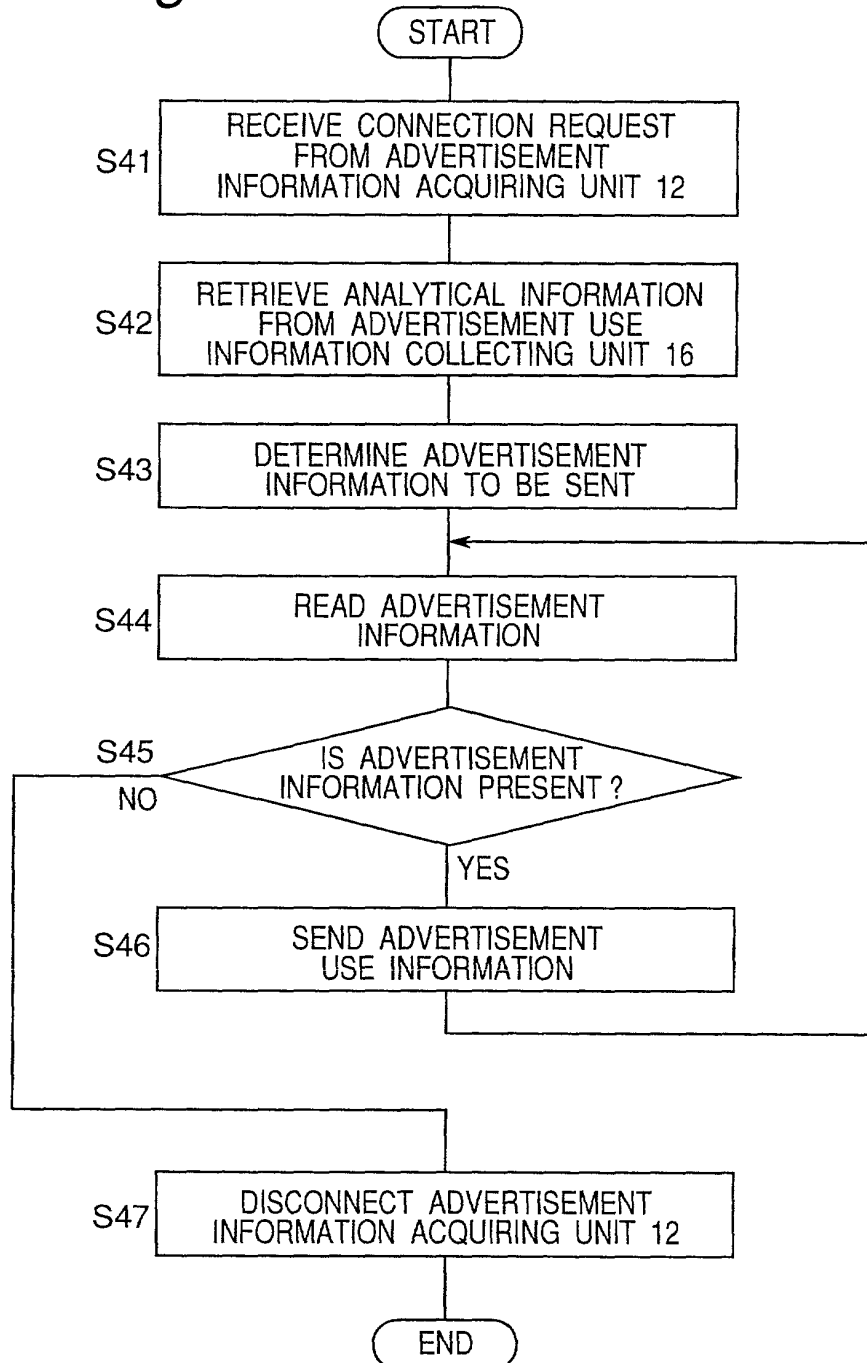


Fig.8

ADVERTISMENT SAVING UNIT 5	INITIAL STATE		AFTER DETECTION OF ADVERTISEMENT USE INFORMATION		AFTER COLLECTION OF ADVERTISEMENT USE INFORMATION		AFTER ACQUISITION OF ADVERTISEMENT USE INFORMATION	
	ADVERTISER	CONTENTS	ADVERTISER	CONTENTS	ADVERTISER	CONTENTS	ADVERTISER	CONTENTS
INFORMATION TERMINAL DEVICE 1	1	ADVERTISMENT OF COMPANY A	1	SIGN-ON INVITATION	1	SIGN-ON INVITATION	1	SIGN-ON INVITATION
	2	ADVERTISMENT OF COMPANY B	2	PRODUCT INFORMATION	2	PRODUCT INFORMATION	1	SERVICE 1
	3	ADVERTISMENT OF COMPANY C	3	PRODUCT INFORMATION	3	PRODUCT INFORMATION	3	PRODUCT INFORMATION
ADVERTISMENT USE INFORMATION STORING UNIT 8	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	
	1	8	1	9	2	2	1	9
	2	8	0	8	0	0	2	8
ADVERTISMENT USE INFORMATION COLLECTING UNIT 16	NUMBER OF TIMES ADVERTISEMENT WAS USED		NUMBER OF TIMES ADVERTISEMENT WAS USED		NUMBER OF TIMES ADVERTISEMENT WAS USED		NUMBER OF TIMES ADVERTISEMENT WAS USED	
	1	1	2	2	2	2	1	2
	0	0	0	0	0	0	2	0
INFORMATION COLLECTING DEVICE 2	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED		NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	
	1	8	1	8	1	1	3	8
	0	0	0	0	0	0	2	0

Fig.9

INITIAL STATE		AFTER DETECTION OF ADVERTISEMENT USE INFORMATION		AFTER COLLECTION OF ADVERTISEMENT USE INFORMATION	AFTER ACQUISITION OF ADVERTISEMENT USE INFORMATION
ADVERTISEMENT INFORMATION SAVING UNIT 17					
INFORMATION SUPPLYING DEVICE 3					
	ADVERTISER	CONTENTS	REPRESENTATIVE DATA	DETAILED DATA	
1	ADVERTISEMENT OF COMPANY A	SIGN-ON INVITATION	LARGE IMAGE	TEXT	
2		SERVICE 1	IMAGE	TEXT	
3		SERVICE 2	IMAGE	TEXT	
1	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION	LARGE IMAGE	IMAGE+TEXT	
2		OPTION 1	LARGE IMAGE	IMAGE+TEXT	
1	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION	IMAGE+TEXT	TEXT	
2		OPTION 1	IMAGE	TEXT	

Fig. 10A

ADVERTISEMENT IS BEING PRESENTED

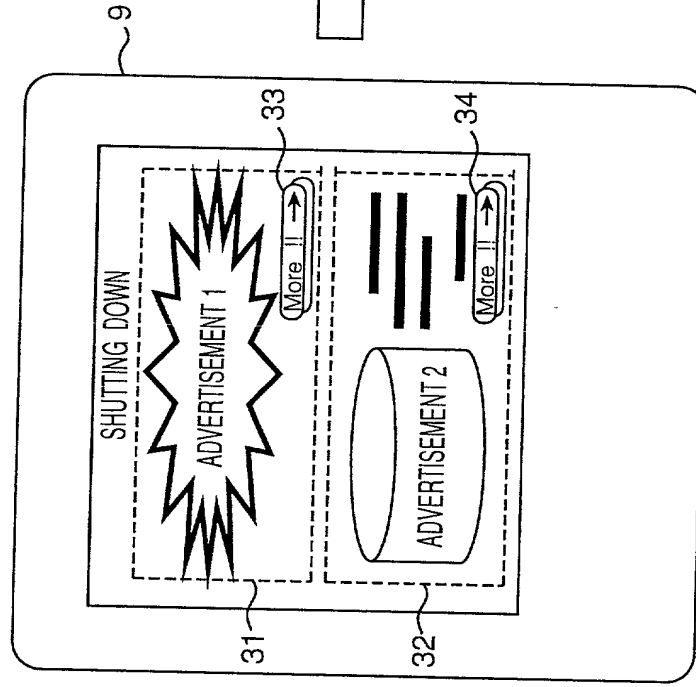


Fig. 10B

ADVERTISEMENT WAS USED

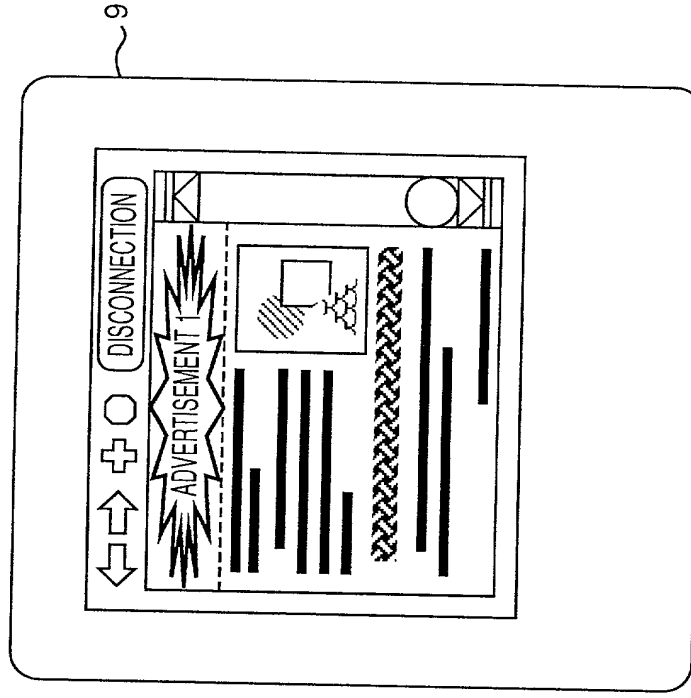


Fig.11A

ADVERTISEMENT IS BEING PRESENTED

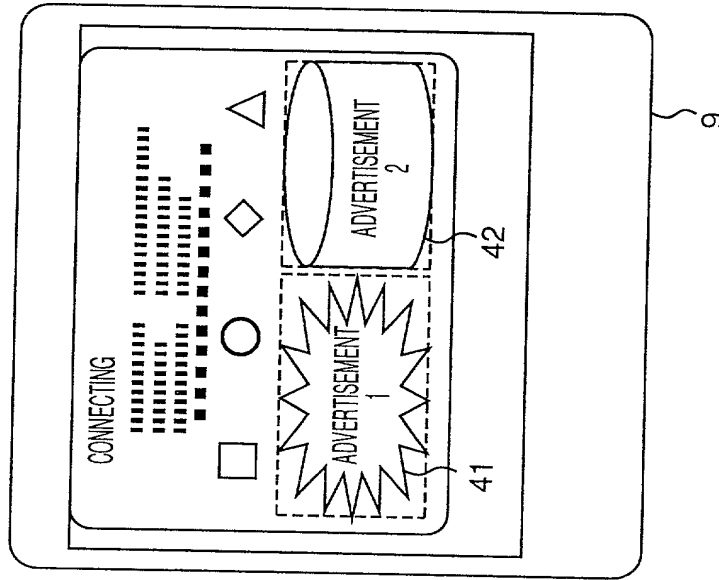


Fig.11B

ADVERTISEMENT IS BEING USED (PROCESS)

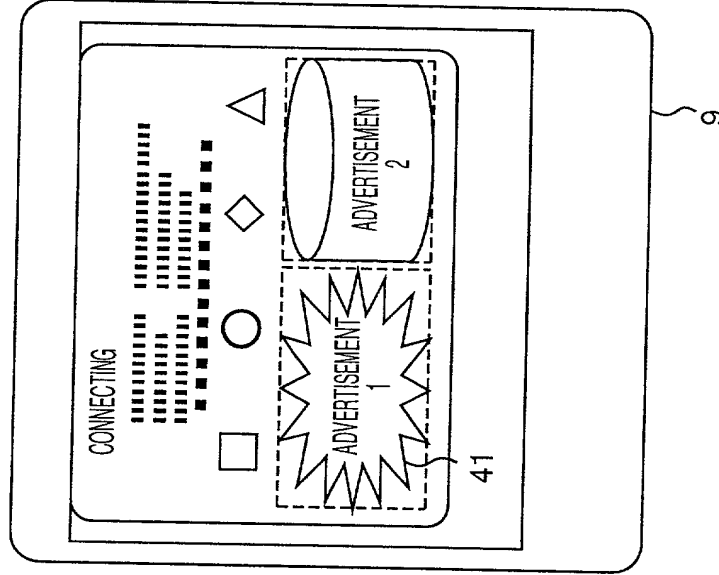


Fig.11C

ADVERTISEMENT WAS USED (RESULT)

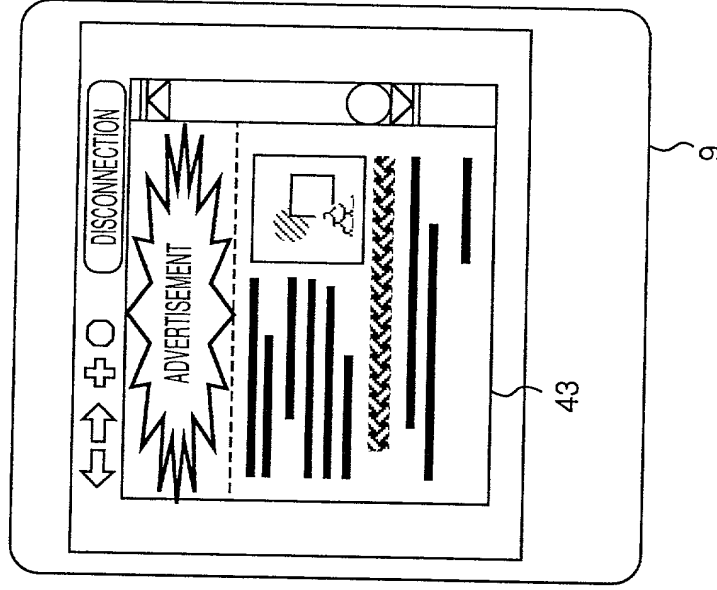


Fig.12

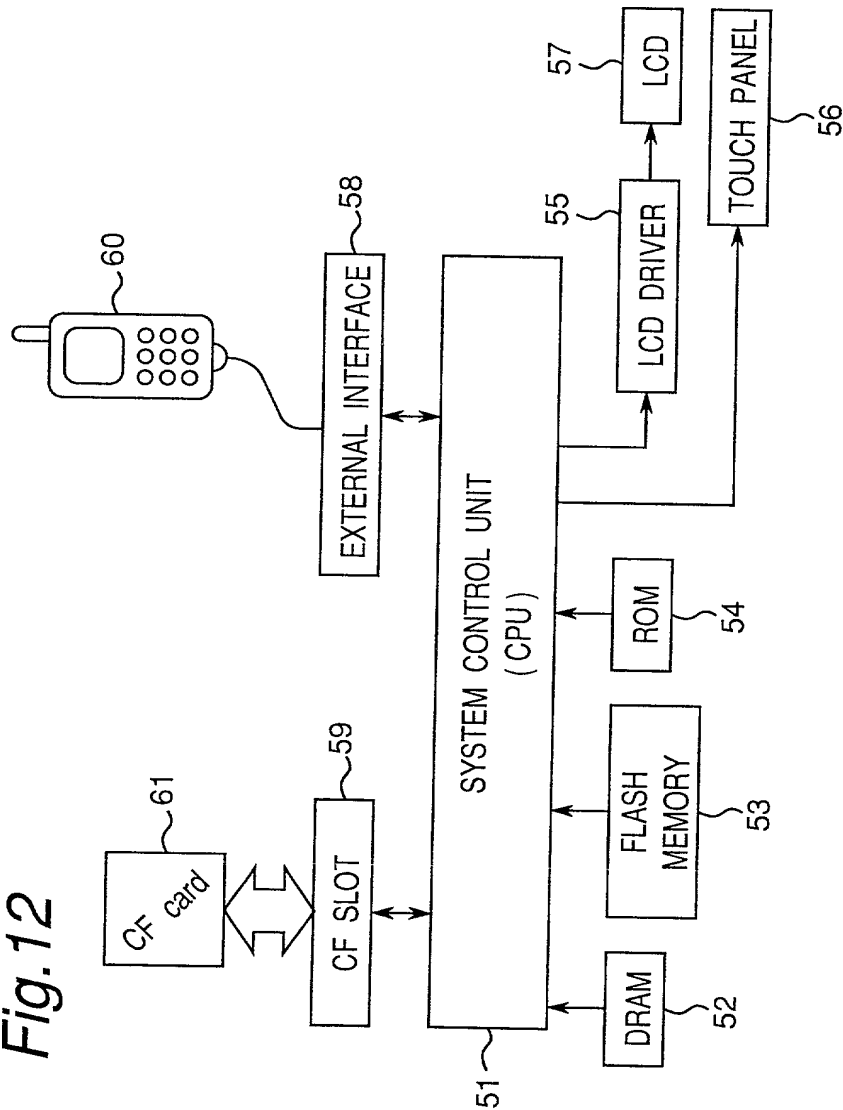


Fig.13

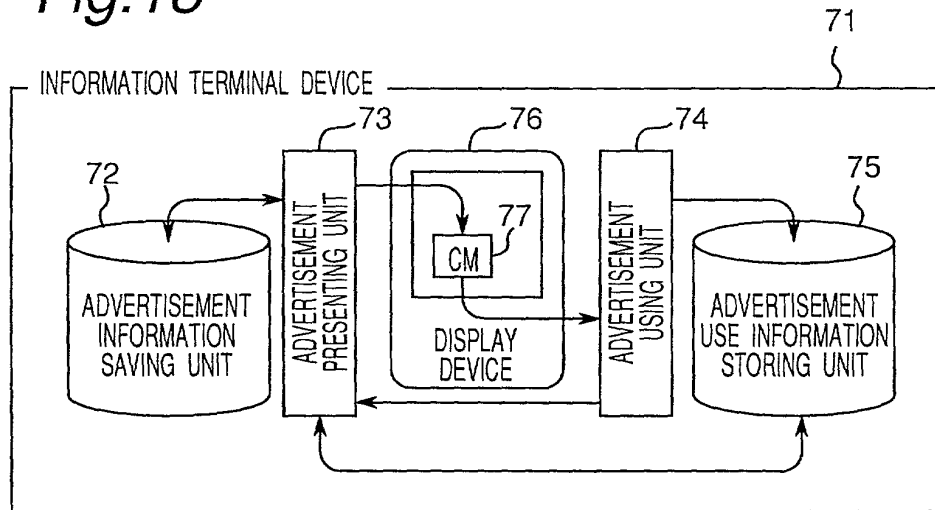


Fig.14A

ADVERTISEMENT
INFORMATION SAVING UNIT

	ADVERTISER	CONTENTS
1	ADVERTISEMENT OF COMPANY A	SIGN-ON INVITATION
2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
3	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION

Fig.14B

ADVERTISEMENT USE
INFORMATION STORING UNIT

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED
1	2	1
2	2	0
3	2	1

Fig.15A

START

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	2	0	②
3	2	0	2

Fig.15B
ADVERTISEMENT WAS USED

2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
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Fig.15C

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	3	1	2.5
3	2	0	②

Fig.15D
ADVERTISEMENT WAS NOT USED

3	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION
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Fig.15E

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	3	0	②.5
3	3	0	3

Fig.15F
ADVERTISEMENT WAS NOT USED

2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
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